

## **M.E.S.COLLEGE OF ARTS AND COMMERCE, ZUARINAGAR, GOA**

### **INSTITUTIONAL DISTINCTIVENESS**

#### **7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words.**

Murgaon Education Society (M.E.S.) was established in 1971 with a mission to provide access to higher education, to the youth residing in and around Mormugoa Taluka. This was a boon to students who had to travel to neighbouring towns.

M.E.S. College of Arts & Commerce was the first educational institution set up by the Murgaon Education Society in the year 1972. Over the years the college has helped students to develop a positive attitude towards national and global development. The College aims to bring integrated development of its students so that they can play a positive role in nation building, become self-reliant, and provide leadership to the society.

In line with its vision of, 'serving the society', the college provides higher education, giving equal opportunity to all students seeking admission in our college. The college lays emphasis on the educational needs of economically backward class and deprived communities belonging to SC/ST/OBC categories. Many of the students come from slum areas, migrant settlements and minority communities. Many are first-generation learners belonging to the socially and economically backward sections of the society.

The institution strives hard to support students who are financially weak through Students' Education Fund created by the faculty. Every year faculty members contribute a requisite amount from their salary to this fund voluntarily. The said funds are made available to the needy students based upon the number of applicants and available funds. Students are also provided financial assistance from the Students' Aid Fund, scholarships/freeships from various state and central government schemes.

Whenever the sanctioned intake capacity is full, efforts are made to obtain additional divisions and faculty by obtaining NOC from Directorate of Higher Education (DHE), Government of Goa and Goa University with an aim of providing education to all.

The college aims at holistic development of the students by developing creative and critical thinking, nurturing innovations and excellence, developing professional etc. The students are encouraged to participate in various co-curricular and extra-curricular activities including

organisation of different events, seminars and workshops. They are also exposed to research projects, exhibitions and seminars. Their transformation is reflected in the many achievements and awards at national, state and university levels.

In the last 47 years the college has produced eminent leaders, administrators, professional and responsible citizens. Our alumni have become ministers, MLAs, Chartered Accountants, Mamladars, civil servants, chairpersons of local authorities, businessmen, NGO professionals, professional counselors, company secretaries, government officers, Lawyers, Principals, Assistant and Associate Professors, school teachers, bank officials, police officials, railway officials, sports personnel, musicians, etc.

The institution believes that a higher education institution cannot remain as an ivory tower; instead, the institution must serve the community around it. In pursuance of this philosophy, the college has undertaken several extension activities for the benefit of the people in the surrounding community. The college strives hard to achieve the core values such as integrity, pursuit of excellence, respect for diversity, service to society, commitment to a sustainable environment.

The college serves the society through

- Organising blood donation camps
- Conducting anti-plastic awareness drive
- Distribution of cloth bags in the local festival and to the shop keepers in the surrounding areas
- Adoption of village (Zari and Sancoale village)
- Financial literacy programmes in vernacular languages
- Sharing of the college resources with the surrounding community (hall, sports ground, library, etc)
- Celebration of the 'Joy of Giving' week, wherein household articles, clothes, grocery, etc. are donated to the needy people with the help of NGOs
- Awareness drive on voter's rights and the election process in the nearby villages
- Collection of funds for the victims of national disaster
- Provision of college infrastructure for the conduct of state/central examinations is done free of cost

These experiences have enriched education, research and inculcate the values of community development, spiritual values, transparency and have spread the light of knowledge in society.

### **B. A. TOURISM AND TRAVEL**

Recognizing the importance of tourism and travel for the Goan economy, the institution identified an undergraduate programme in tourism and travel took initiative to start tourism and travel as a vocational course under UGC in 1993, which later matured into a full-fledged programme. Tourism and Travel is an innovative course which was first started by M.E.S. College in the state of Goa, to facilitate manpower for the growing and flourishing tourism industry in Goa. A three-year course under the B.A. programme, it provides 100% placements to students in the hospitality industry and the service sector (airports, hotels, travel agencies, Event Management Companies, Casinos). Some of the students choose to pursue higher education while some opt for starting their own ventures in the field of tourism. Going by the success of this course, the College, has prompted other colleges in Goa to offer a B.B.A. Programme in Tourism & Travel.

### **B. B. A. SHIPPING & LOGISTICS**

Mormugoa being a port town and having a major port catering to national and international tourists and handling major cargo exports, provides openings for students in this industry. To cater to the requirements of the industry, M.E.S. College introduced B.Com (Shipping Management) programme under “Industry related innovation programme” of UGC. The programme was initially funded by UGC for five years and is currently running as self-financed programme as Bachelor of Business Administration (Shipping & Logistics).

It is the first undergraduate programme in India which addresses the commercial and managerial side of the shipping industry preparing the students for global carriers. The course imparts in depth knowledge and covers a wide range of subjects like shipping law, supply chain, material handling, customs, marine insurance, air cargo, logistics; economics of shipping etc. which helps the students to gain strong foundation of shipping concepts. The three years bachelors’ degree programme with practical exposure provides training as well as excellent job opportunities to the students at both national and international level.